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INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

RECEIVED
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MICHAEL J. MEYER

To: Dr. K. S. Houghton

Date: February 5, 1987

From: L. F. Meyer

Subject: "REYNOLDS DOUBLE BLEND" CIGARETTE

FTR has kept us abreast of the introduction of RJR's "Reynolds Double Blend" cigarette in Germany which entered the marketplace February 2, 1987. Publicity preceding launch indicated the double blend provided enhanced first puffs and reduced later puffs suggesting a flat profile delivery. Using a very limited supply of pre-launch cigarettes, FTR conducted subjective, physical, chemical and smoke delivery analyses. Their data (attached) in summary suggests the following:

- (1) Subjectively the cigarettes do not perform as publicized (enhanced first puffs) and actually show negative attributes.
- (2) Chemically and physically the double blend claim is substantiated via alkaloid differences and tobacco color differences from tip to butt end of the rod.
- (3) Analytically the cigarette does not show a "flattened" smoke delivery (DPM) profile. The DPM profile is comparable to conventional one blend cigarettes, i.e. Merit and Marlboro Lights (Germany). Nicotine delivery profiles are not as yet available.

We have found three U.S. patents relative to this introduction - one product and two machine patents. The product patent (#4,595,024 issued to RJR) claims a cigarette with at least two different segments of tobacco, with a 20% density difference between the segments combined with a nicotine differential permitting higher first puff nicotine deliveries. The two machine patents (#4,516,585 issued to RJR and #4,009,722 issued to Hauni) claim method and apparatus for preparing said cigarettes. All three patents are attached.

FTR has purchased cigarettes from the German market and shipped same to our attention. We intend to complement and substantiate FTR's findings concentrating on searching for potential advantages not publicized, i.e. sidestream and mass burn rate reduction, coal drop off, blend component economic advantages - expanded stem and/or recon usage, leaf or grade selectivity such as Oriental and/or pool tobaccos, etc.

Attached is a memo from Paul Gauvin entitled, "Double Blend Rod Development" which outlines work we have conducted along similar lines.

LFM:gmm

cc: Mr. M. A. Serrano
Attachments

L. F. Meyer

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